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**Listing of Claims**

1. (Currently Amended) A method for selling goods and services in conjunction with the Internet, comprising:
  - receiving session information from a website about a customer's session on the website, the website being associated with a selected one of a plurality of enterprises and the session information comprising the products the customer is searching;
  - receiving any customer information on the customer from the selected enterprise;
  - determining from the session information and any customer information that the customer constitutes a sales opportunity appropriate for sales assistance ~~from a sales-associate~~;
  - matching the customer with a sales associate from among a plurality of sales associates the sales-associate based on the session information, the customer information, and information about the plurality of sales associates, the sales associates being independent from the plurality of enterprises;
  - facilitating communication for a sales transaction between the customer and the matched sales associate via the Internet;
  - receiving sales information; and
  - providing the session, customer, and sales information to the matched sales associate based on the particular sales opportunity with the customer.
2. (Previously Presented) The method of claim 1, wherein the customer information is received from the selected enterprise.
3. (Previously Presented) The method of claim 1, wherein the customer information is received from a third party.
4. (Original) The method of claim 1, wherein the session information is parsed and segmented in accordance with product accreditations achieved by sales associates,

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whereby each sales associate is presented with different types of sales opportunities depending on the product accreditation of the sales associate.

5. (Original) The method of claim 1, wherein sales opportunities are determined from a single website.
6. (Cancelled)
7. (Cancelled)
8. (Original) The method of claim 1, further comprising;  
facilitating bridging out from Internet communication between the customer and sales associate to another mode of communication between the customer and sales associate.
9. (Original) The method of claim 8, wherein the bridged mode of communication occurs over a public switched telephone network
10. (Original) The method of claim 8, wherein the bridged mode of communication occurs over the Internet via an IP-based communication protocol.
11. (Original) The method of claim 8, wherein the bridged mode of communication occurs over a wireless communication network.
12. (Original) The method of claim 1, wherein the sales associate has the capability to manipulate the customer's navigation of the Internet.
13. (Original) The method of claim 1, wherein the sales associate is provided session, customer, and sales information on web pages via the Internet.

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14. (Original) The method of claim 1, wherein the sales information comprises product information, catalog information, and external information.
15. (Original) The method of claim 1, wherein some of the sales information is obtained from the enterprise.
16. (Original) The method of claim 1, wherein some of the sales information is obtained from a third party.
17. (Original) The method of claim 1, wherein the sales information provided to the sales associate is pertinent to the sales opportunity based on the characteristics of the sales opportunity.
18. (Original) The method of claim 1, wherein the sales information provided to the sales associate is associated with the results of a previous sales opportunity and the association produces a dynamic re-ranking of the aggregate sales information available in terms of selling effectiveness, and results of the re-ranking are automatically incorporated into the sales information provided to a next sales associate presented with a similar sales opportunity.
- 19-64. (Cancelled)
65. (New) A method for selling goods and services in conjunction with the Internet, comprising:
  - receiving session information from a website about a customer's session on the website, the website being associated with a selected one of a plurality of enterprises, the session information comprising the products the customer is searching;
  - receiving any customer information on the customer from a third party;

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determining from the session information and any customer information that the customer constitutes a sales opportunity appropriate for sales assistance;  
matching the customer with a sales associate from among a plurality of sales associates based on the session information, the customer information, and information about the plurality of sales associates, the sales associates being independent from the plurality of enterprises;  
facilitating communication for a sales transaction between the customer and the matched sales associate via the Internet;  
receiving sales information; and  
providing the session, customer, and sales information to the matched sales associate based on the particular sales opportunity with the customer.

66. (New) A method for selling goods and services in conjunction with the Internet, comprising:

receiving session information from a website about a customer's session on the website, the website being associated with a selected one of a plurality of enterprises and the session information comprising the products the customer is searching;  
receiving any customer information on the customer from the selected enterprise;  
determining from the session information and any customer information that the customer constitutes a sales opportunity appropriate for sales assistance;  
parsing and segmenting session information in accordance with product accreditations achieved by a plurality of sales associates, whereby each sales associate is presented with different types of sales opportunities depending on the product accreditation of the sales associate;  
matching the customer with a sales associate from among the plurality of sales associates based on the session information, the customer information, and

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information about the plurality of sales associates, the sales associates being independent from the plurality of enterprises;  
facilitating communication for a sales transaction between the customer and the matched sales associate via the Internet;  
receiving sales information; and  
providing the session, customer, and sales information to the matched sales associate based on the particular sales opportunity with the customer.

67. (New) A method for selling goods and services in conjunction with the Internet, comprising:
- receiving session information from a website about a customer's session on the website, the website being associated with a selected one of a plurality of enterprises and the session information comprising the products the customer is searching;
  - receiving any customer information on the customer from the selected enterprise;
  - determining from the session information and any customer information that the customer constitutes a sales opportunity appropriate for sales assistance;
  - matching the customer with the sales associate based on weighted parameters selected by the selected enterprise, the sales associate being independent from the plurality of enterprises;
  - facilitating communication for a sales transaction between the customer and the matched sales associate via the Internet;
  - receiving sales information;
  - providing the session, customer, and sales information to the matched sales associate based on the particular sales opportunity with the customer; and
  - facilitating bridging out from Internet communication between the customer and sales associate to another mode of communication between the customer and sales associate.

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68. (New) A method for selling goods and services in conjunction with the Internet, comprising:

receiving session information from a website about a customer's session on the website, the website being associated with a selected one of a plurality of enterprises and the session information comprising the products the customer is searching;

receiving any customer information on the customer from the selected enterprise; determining from the session information and any customer information that the customer constitutes a sales opportunity appropriate for sales assistance; executing a matching engine to determine a list of the best sales associates for the customer based on session information, customer information, and information about a plurality of sales associates;

notifying the determined best sales associates that a sales opportunity regarding the customer exists;

enabling each best sales associate to determine whether or not they wish to assist the customer;

matching the customer to the sales associate from among the determined best sales associates who first chooses to assist the customer;

facilitating communication for a sales transaction between the customer and the matched sales associate via the Internet;

receiving sales information; and

providing the session, customer, and sales information to the matched sales associate based on the particular sales opportunity with the customer.

69. (New) A method for selling goods and services in conjunction with the Internet, comprising:

receiving session information from a website about a customer's session on the website, the website being associated with a selected one of a plurality of

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enterprises and the session information comprising the products the customer is searching;

receiving any customer information on the customer from the selected enterprise;

determining from the session information and any customer information that the customer constitutes a sales opportunity appropriate for sales assistance;

executing a matching engine to determine a list of the best sales associates from among a plurality of sales associates for the customer based on session information, customer information, and information about the plurality of sales associates;

notifying the determined best sales associates that a sales opportunity regarding the customer exists;

enabling each best sales associate to determine whether or not they wish to assist the customer;

matching the customer to the sales associate from among the determined best sales associates who first chooses to assist the customer;

if a predetermined amount of time has passed and none of the best sales associates choose to assist the customer, selecting one from among the best sales associates who must assist the customer;

facilitating communication for a sales transaction between the customer and the matched sales associate via the Internet;

receiving sales information; and

providing the session, customer, and sales information to the matched sales associate based on the particular sales opportunity with the customer.

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70. (New) A method for selling goods and services in conjunction with the Internet, comprising:
- operating a collateral materials database for use by sales associates, wherein collateral sales materials include digital documents, web pages, executable programs, images, audio or video files, and Uniform Resource Locators;
  - receiving session information from a website about a customer's session on the website, the website being associated with a selected one of a plurality of enterprises and the session information comprising the products the customer is searching;
  - receiving any customer information on the customer from the selected enterprise;
  - determining from the session information and any customer information that the customer constitutes a sales opportunity appropriate for sales assistance;
  - matching the customer with a sales associate from among a plurality of sales associates based on the session information, the customer information, and information about the plurality of sales associates;
  - facilitating communication for a sales transaction between the customer and the matched sales associate via the Internet;
  - receiving sales information;
  - providing the session, customer, and sales information to the matched sales associate based on the particular sales opportunity with the customer, and
  - recommending collateral sales materials to the matched sales associate which may be helpful to the sales process.